

BASIC CARTON PROMOTION (7/1/94-9/30/94)

- * Carton promotion with T-Shirt attached on carton
- * 1.1 MM circulation
- * Bounceback offer on 3 items

Assume 98% of 1.1MM deals will be purchased by consumers:

1,078,000

| | AVERAGE ESTIMATED %RESPONSE | HISTORICAL #PK UPCS | ESTIMATED ITEM ORDERS | COMPARABLE ITEMS IN DISCOUNT PROGRAMS | HIGHEST ESTIMATED %RESPONSE | HIGHEST ESTIMATED ITEM ORDERS |
|-------------------|-----------------------------------|------------------------|--------------------------|--|-----------------------------------|-------------------------------------|
| Sweatshorts (\$5) | 0.53 | 15 - 20 | 5,724 | - clothing items requiring 15 to 23 UPC | 0.67% | \$7,223 |
| Sweatshirt (\$10) | 0.83 | 30 | 8,978 | - sweatshirt | 1.14% | \$12,289 |
| Sweatpants (\$10) | 0.70 | 30 | 7,508 | - sweatpants | 0.97% | \$10,457 |
| TOTAL | 2.06 | | 22,210 | | 2.78% | \$29,968 |
| Sweatshorts (\$5) | | | \$28,618 | | | \$36,113 |
| Sweatshirt (\$10) | | | \$59,784 | | | \$122,892 |
| Sweatpants (\$10) | | | \$75,080 | | | \$104,556 |
| TOTAL | | | \$163,482 | | | \$263,571 |

DISCOUNT BRANDS

| PROGRAM | PREMIUM | #UPCS | \$CASH/PH | %RESPONSE | CIRCULATION | 12MM SHIPMENT SHARE | 50,000,000 12MM NTS SMOKER PENETRATION | POTENTIAL FULFILLERS | CIRCULATION/ FULFILLERS |
|---|--|---|--|---|-------------|---------------------------|--|-------------------------|----------------------------|
| BASIC | | | | | 1,078,000 | 5.14% | 2.80% | 1,400,000 | 0.77 |
| Alpine Warm Up Collection (3/17/92) | Sweatshirt Sweatpants On pack Total | 20 pk 30 pk 20 pk | \$0.00 \$0.00 \$0.00 | 1.03 0.87 0.81 2.63 | 834,900 | 0.57% | 0.40% | 200,000 | 4.17 |
| Buckskins Catalog Order Form (8/1/91)-Regional On carton Total | Boxers T-shirt Cap Sweatshirt Sweatpants | 1 ctn 2 ctn 1 ctn 3 ctn 3 ctn | \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 | 0.41 0.43 0.52 0.93 0.77 3.06 | 1,100,000 | 0.50% | 0.10% | 50,000 | 22.00 |
| Bucks Order Form (5/1/91)-Regional On pack Total | Boxers T-shirt Cap Sweatshirt Sweatpants | 10 pk 20pk 10 pk 30 pk 30 pk | \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 | 0.54 0.67 0.92 1.14 0.81 4.09 | 1,300,000 | 0.40% | 0.10% | 50,000 | 26.00 |
| Cambridge Spring Bonanza (3/1/93) On carton Total Total program | Sweatshirt Sweatpants SS/SP set T-shirt Cap T/C set 7 other non-clothing items | 30 pk 30 pk 50 pk 15 pk 8 pk 23 pk | \$3.00 \$3.00 \$3.00 \$3.00 \$3.00 \$3.00 | 0.23 0.24 1.06 0.08 0.02 0.85 2.50 0.10% | 1,500,000 | 1.80% | 1.90% | 950,000 | 1.58 |

PREMIUM BRANDS

| PROGRAM | PREMIUM | #UPCS | \$CASH/PH | %RESPONSE | CIRCULATION | 12MM SHIPMENT SHARE | 50,000,000 12MM NTS SMOKER PENETRATION | POTENTIAL FULFILLERS | CIRCULATION/ FULFILLERS |
|--|--------------------------|----------------|------------------|----------------|-------------|---------------------------|--|-------------------------|----------------------------|
| Marlboro '89 Offer/Red Sweat (9/1/89)-12 mks West & mid-West On pack | Sweatshirt Sweatpants | 25 pk 25 pk | \$0.00 \$0.00 | 12.18 12.19 | 2,415,000 | | 25.80% | 12,900,000 | 0.19 |
| Marlboro Menthol Hooded Sweatshirt (1/1/91)-Region 1 On pack | Sweatshirt | 20 pk | \$0.00 | 5.18 | 810,000 | | 0.60% | 300,000 | 2.70 |
| Marlboro Menthol Sweatpants (10/1/89) On carton | Sweatpants | 25 pk | \$0.00 | 5.05 | 705,000 | | 0.50% | 250,000 | 2.82 |

MISCELLANEOUS

| PROGRAM | PREMIUM | #UPCS |
|-------------------------|---------------------|-------|
| Parliament Get Away II | Fleece Pullover | 110 |
| Parliament Get Away II | Long Sleeve T | 35 |
| Ment Getting Away | Fleece Jacket | 75 |
| Marlboro Adventure Team | Car and Long Shorts | 40 |
| Marlboro Adventure Team | Sweatshirt | 79 |
| B&H Kings TTEO | Shorts | 30 |
| B&H Kings TTEO | Sweatshirt | 75 |

POTENTIAL UPC REDEMPTION BASED ON VARYING CONSUMPTION LEVELS:

1 pack a day

2 packs a day

Avg. consumption for Basic smoker (NTS 12MM 1/94) 26 sticks per day (1.3 pks/day)

90 UPCs

135 UPCs

117 UPCs